

**CLAIMS:**

1. A computerized method for providing interactive advertisement, comprising:
  - a) providing a repertoire of incentives;
  - 5 b) providing a gateway and at least two mini-sites, each including promotional content associated with at least one incentive from among said repertoire of incentives;
  - c) dynamically monitoring at least consumer's activities in respect of selected promotional content in at least one of said mini-sites and  
10 providing a rank, and depending upon at least said rank, selectively associating at least one incentive with promotional content.
2. A method according to claim 1 wherein said repertoire of incentives includes at least one of: monetary incentives, design-related incentives, activity related incentive.
- 15 3. A method according to claim 2 wherein said monetary incentives include at least one of: monetary awards in at least one of: interactive games, competitions and prize draws; discount vouchers; and purchase vouchers.
4. A method according to claim 2 wherein said design-related incentives include at least one of: icons, banners, page design.
- 20 5. A method according to claim 2 wherein said design-related incentives are associated with promotional content located in at least one of: said gateway; said mini site; a remote site.
6. A method according to claim 2 wherein said activity related incentives include at least one of: participation in a game, participation in a prize draw,  
25 participation in a competitions, registering to consumers' club, accessing a site, downloading a ringtone, downloading a wallpaper, downloading a screensaver.
7. A method according to claim 1 wherein said consumers' activity includes at least one parameter of: accessing said gateway, accessing said mini site, accessing a

remote site, game participation, prize draw participation, returned mini-site entry, active action, action indicating intent to buy, and buying action.

8. A method according to Claim 6 wherein said rank is a weighted function of at least said parameters of consumers' activity, wherein each parameter is rated  
5 according to a predetermined manner and is weighted by using a predefined weight factor, and wherein said weight factor can be changed on-the-fly.

9. A method according to Claim 1 wherein said selectively associating at least one incentive with promotional content includes at least one of:

- associating at an incentive with said promotional content, wherein said  
10 incentive is already associated with another promotional content;
- updating the monetary value of a monetary incentive already associated with said promotional content;
- at a site other than said mini-site, allocating an incentive with said promotional content; and
- 15 - said one incentive replacing an incentive already associated with said promotional content.

10. A method according to claim 9 wherein said monetary incentive is a monetary award or a monetary-equivalent award offered in relation to at least one of: a game, a competition, a prize draw, a discount voucher or a purchase voucher;  
20 and said updating the monetary value of said award includes at least one of:

- increasing the monetary value of said award; and
- increasing the frequency of winning of said award.

11. A system for providing interactive advertisement, comprising:

- a network;
- 25 - a host computer connected to the network for providing a repertoire of incentives and for providing a gateway and at least two mini-sites, each including promotional content associated with at least one incentive from among said repertoire of incentives;

- a consumer computer connected to the network for allowing a consumer performing consumer activities in respect of selected promotional content in at least one of said mini-sites;
- a resource management module connectable to said host for dynamically monitoring said consumer's activities and providing a rank, and depending upon at least said rank, selectively associating at least one incentive with promotional content.

12. A system according to claim 12 wherein said network including the Internet.

10 13. A system according to claim 12 wherein said network including cable network.

14. A system according to claim 12 wherein said network including interactive TV network.

15 15. A system according to claim 12 wherein said consumer computer is a mobile communication device.

16. A system according to claim 12 wherein said consumer computer is a personal computer.

17. A system according to claim 12 further comprising a sponsor computer connected to the network, said system further configured to provide as an output said rank and is further configured to receive as an input instructions for associating at least one incentive with promotional content.

18. A method for increasing customers' activities in an interactive advertisement portal for fulfilling a promotional campaigns run by at least two sponsors, comprising:

- 25 (a) providing a first action enabling a repertoire of incentives;
- (b) providing a second action enabling at least two mini-sites; each mini-site including promotional content relating to at least one of said promotional campaigns run by a sponsor, said promotional content being associated with at least one incentive from among
- 30 said repertoire of incentives;

- (c) charging said sponsors for said first action and second action; and
- (d) collecting payments from sponsors and based on at least said payments, providing additional monetary incentive and associating said additional monetary incentive with promotional content relating to at least two promotional campaigns.

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**19.** A method according to claim 18 wherein said stage (c) further including: monitoring consumers' activities in respect of selected promotional content in said mini-sites and charging said sponsors for said second action in dependence with said consumers' activities.

10 **20.** A method for increasing customers' activities in an interactive advertisement portal for fulfilling promotional campaigns run by at least one sponsor, comprising:

- (a) providing a plurality of mini-sites in said portal; each mini-site associated with at least one of said sponsors and campaigns; mini-site including promotional content associated with at least one incentive from a repertoire of incentives;
- (b) charging at least one sponsor for either or both the promotional content and the associated incentive, giving rise to a charge per mini-site;
- (c) accumulating said charge per mini-site from selected mini-sites from said plurality of mini-sites, giving rise for a total sum usable for increasing monetary incentives.

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